

Dear Winks:

Rather than attempt to run down all the categories covered so well in the reports of my predecessors, I'd just like to pass on a few words of advice.

First, I can't over stress the value of regular departmental meetings. We have already talked about department reorganization and I am confident that you will soon have a well oiled machine to carry out the multitudinous task of publicising WYBC with little or no money. Lumps has great plans for a gala re-opening of WYBC-A to be attended by our faculty advisory committee, Fortune Magazine, The Alumni Magazine, etc. He has some very sound ideas based on quite a bit of experience. I hope you will take advantage of his ideas and interest. I would suggest that you try to make arrangements to meet with him at great length to discuss the plans he has in mind. This is the kind of PR we can get without spending money, and it's the kind that does us the most good.... just imagine how much it will help the business department and IVY to have a GOOD article appear in Fortune....need I say more?

I would suggest that you cultivate a friendship with Tiny Markle. He is quite a "Pusher" of popular records and as a result has made many contacts with the people in the popular music field. You might even be able to find a prom guest through Tiny. At any rate, it won't hurt to try.

Frank H. is right about the Freshmen. We should start early. The Freshman rally this year fell through not because of the PR department--we may be influential, but we still haven't found out how to stop a New Haven downpour. At any rate, the script is written and should be in Agnew's files. If you want to use it I would be glad to clear up any questions which arise. Baker has been contacting the Freshman newspaper to see about a six page splash on WYBC with many, many pictures. I think you know how I feel about the Microphone, but don't let my opinions hold you back. Get in there and fight for what you want (as long as it doesn't cost the station too much money). Charlie Krause did a hell of a lot for the station and did it at minimum expense. Here's wishing you the same sort of luck! YOU CAN DO IT IF YOU GET THE DEPARTMENT BEHIND YOU!

Gad! This is rather disorganized, but I'll be available for consultation anytime you really need it.

Good luck,

jwb
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